

SANTA ROSA, SONOMA COUNTY CALIFORNIA

HEALDSBURG, QUEEN OF THE SOTOYOMES

Sonoma County's Third City in Size and Commercial Importance is Located in the Center of a Rich and Fertile Territory, Where Almost Everything Grows in Splendid Profusion

SUPPLIES
FOUR FINE
VALLEYS

Alexander Valley on the North, Dry Creek Valley to the West, Russian River Valley on the South and East, With Knight's Valley Just Beyond

Healdsburg, Sonoma county's third city in point of population, is on the axis of four rich and productive valleys, and is the business center for their people. Alexander valley is five miles to the north. Dry Creek valley stretches fourteen miles to the west. Russian River valley lies to the south and east, and still further east is Knight's valley. All are tributary to Healdsburg.

All these valleys are fertile and rich, thickly dotted with homes and cultivated to a high degree. From the valleys the foothills lead up to the mountains, greatest of which is Mount St. Helena. The activities are largely grazing lands, with many fine vineyards interspersed. And the mountains are heavy with timber.

Healdsburg has a population of about 3,500—all of which does not show in the United States census, for populous suburbs are outside the corporate limits, and are therefore not counted. But of course, those people properly belong to Healdsburg, and in time the corporate lines will no doubt be extended to include them.

Healdsburg is 65 miles north of San Francisco and 16 miles north of Santa Rosa. It is on the main line of the Northwestern Pacific railway, in the rich and fertile valley made by the confluence of Russian river and Dry creek. This land gives a natural drainage, and a firm foundation for buildings.

The business houses of Healdsburg are principally of brick and concrete, and mostly of modern architecture and construction. The dwellings are chiefly constructed of wood, most of them are of modern design. The streets are graveled, and are hard even under the winter rains. There are nearly five miles of cement sidewalks. Along most of these are shade trees, tropical in suggestion—magnolia, palm, poplar, eucalyptus and umbrella trees.

In the city's center is the Plaza, after the old Mexican style, which is kept in green lawn throughout the year. It is surrounded by magnificent maple shade trees, while within it grow luxuriantly the palms of the tropics, oranges, lemons, and beautiful roses that bloom through all the seasons. During the summer the Healdsburg band gives concerts in the Plaza



VIEW SHOWING NORTHWESTERN PACIFIC DEPT. AT HEALDSBURG, AND RESIDENTS AWAITING ARRIVAL OF THE TRAIN



INTERIOR VIEW OF THE SOTOYOME BANK

burg band gives concerts in the Plaza each Saturday evening, which are enjoyed by many hundreds of the town and country people, making a joyous gathering. This Healdsburg band is celebrated as one of the best musical organizations to be found in any town of similar size anywhere in the United States, its leader, Prof. D. C. Smith, having for years been bandmaster on the United States cruiser Philadelphia, and having held many other important positions of like character.

Healdsburg's mean elevation is 100 feet above sea level; its average rainfall is 43 inches annually, and its mean temperature 63 degrees. Fitch mountain, 800 feet high, rises in benches and acclivities from the banks of Russian river, winding at its base. From every point of view may be seen a picturesque panorama of Nature's most beautiful blending—of valleys, of fruitage and wooded hills.

Russian river itself lies at the eastern edge of town. Its banks are lined with flowers, cottonwood and alders. In spring, summer and autumn its waters are clear and limpid, running in ripples and then into deep pools

abounding in bass and trout. In winter it rushes a torrent from the mountains, carrying the alluvial sediment which it deposits over the land along its banks, making the fertility of the famed Russian River valley lands.

Spring-fed streams run down the mountain sides to the valley lands. Along these streams are groves of redwood and fir, of pepperwood and oaks, forming pretty dells for camping and outings. Away in the distance are the blue peaks of the Geyser range and Mount St. Helena, forming a back-ground of wild and rugged beauty.

In the early days the valley about Healdsburg was given the name "Sotoyome Vale." Tradition varies as to this name's origin. Some say Sotoyome was the name of an Indian chief, while others declare that "Sotoyome Vale" means "Valley of Flowers." Either name might fit; for there were many Indians there in early days, and not a few still live near there. Also there always were millions upon millions of lovely wild flowers in the Valley of Sotoyome. One may wade knee-deep among golden poppies, through fields of buttercups, and blossoms blue and red and white, painted by the bright sunshine and kissed by soft winds from the south. Among the hills are all manner of flowering trees and shrubs, and late in the autumn the madrona and the holly make red the hillsides with their bright-colored berries. It is a land of kaleidoscopic changes of beauty.

Healdsburg has a splendid grammar school building of brick and stone, erected in 1907 at a cost of \$35,000. It has also a well-equipped high school the large building being in commodious grounds, centrally located. The complete high school course is carried, and the school is accredited at both the universities. All of Healdsburg's schools are rated with the best.

The city of Healdsburg owns its light and water systems. The power for the plant comes from a mountain reservoir, fed by large springs. This power pumps the potable water into reservoirs from great wells—an abundant supply, pure and cold. The charges for water and lights are at a minimum sufficient to meet maintenance charges and, provide for extensions. Power is supplied to many electric motors all over the town.

Healdsburg has eight churches—Methodist-Episcopal and Methodist-Episcopal, South; Presbyterian, Baptist, Christian, Catholic, Episcopal, Ad-

vent. It has also many fraternal orders, all prosperous. There are two banks, and a public library of more than 3,000 volumes. The local Chamber of Commerce has an exhibit room in the handsome City Hall. Healdsburg has splendid stores, a theater, a public hall, and several places of amusement. A Ladies' Improvement Club works for the city's adornment and improvement.

A Water Carnival is given annually on Russian river, and is attended by thousands of people from near and far, who share in its sports and amusements. Within the city limits are three fruit canneries and three fruit-packing houses. During the harvest season these employ hundreds of hands, and pay many thousands of dollars in wages. There are several other packing houses near town, and several factories where cider and vinegar are made.

Grapes are a leading crop of the (Continued on Page 26)



FARMERS & MECHANICS BANK

ENTERPRISE CANNING CO.



INTERIOR ENTERPRISE CANNING COMPANY'S PLANT

The above illustration shows an interior view of the Enterprise Cannery at Healdsburg, California. This cannery was established in September, 1890. The canning of vegetables and fruits, with tomatoes as a leader, has been the principal business of the concern, although they do considerable in dried fruits.

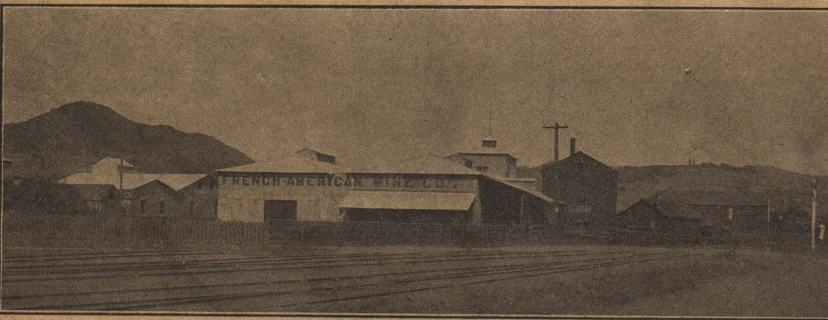
The output is sold mainly in surrounding towns and in San Francisco. In the last two years, however, they have shipped quite largely to the eastern markets.

The capacity of output is about 500 cases daily and in the summer season they employ from 75 to 100 people.

The goods from this cannery are noted for their uniform high grade, their purity and general excellence. They have been ranked among the highest class of canned goods wherever introduced.

Mr. Peter Dirvin, the proprietor, is progressive and enterprising. His cannery is rightly named. He has installed the latest improved and modern machinery, insuring perfect hygienic results in everything turned out, a condition that does not prevail in the products of all canneries, notwithstanding the heroic endeavors now being made by the government to enforce the provisions of the "pure food law."

FRENCH-AMERICAN WINE COMPANY



VIEW OF THE HEALDSBURG PLANT OF THE FRENCH-AMERICAN WINE COMPANY

The French-American Wine Company was established in San Francisco in 1889, by A. Chaix and P. Bernard.

Mr. P. Bernard is president and general manager of the company. The main offices and wine depot of the company are located at 1821-41 Harrison Street, San Francisco. Besides their Healdsburg plant they operate two other wineries at Cloverdale, Sonoma county; one at Ukiah, Mendocino county, and one at Rutherford, Napa county.

The Healdsburg winery has a capacity of 750,000 gallons, and most of the rail shipments are made from that point.

Shipments by water are made from the home office at San Francisco. Their largest shipments are made to New York City and New Orleans, from which points the export trade is handled with Cuba and other West India islands. They have an extensive and constantly increasing trade all along the Pacific Coast.

The grapes used in their Sonoma county wineries are purchased entirely from growers in the northern portion of the county, many of whom are stockholders in the concern.

A modern distillery is operated in connection with the Healdsburg win-

ery, where a high grade of brandy is produced.

The gentlemen composing the French-American Winery Company are progressive, enterprising men, alert and keen in business affairs and alive to the promotion of every interest for the benefit or advancement of the general good of the community, as their actions and activities show.

Such men are the real upbuilders of any country and their influence is not only felt in their immediate environs but their productions carry into other lands the name and fame of California.

HEALDSBURG, THE QUEEN CITY OF THE SOTOYOMES

Continued

LOCATED ON
RIVER BANK

Picturesque Feature of Town's Social Life Is Annual Water Carnival Which Attracts Many Visitors Each Season and Is a Unique and Interesting Event

(Continued From Page 25)

lands near this town. Most of the foothill land is a loose, red soil, that produces vintage of the highest grade. The wineries in this neighborhood carry cooerage for millions of gallons. Prunes, hops, apples, peaches, pears, apricots, cherries and plums are here at their best, and berries, tomatoes and garden vegetables of all sorts grow luxuriantly and yield profitably. Walnuts, olives and oranges are extensively grown.

The growing of livestock has always been a profitable industry on the hills above Healdsburg. Splendid beef is produced, for which there is always demand. Two clips of wool are taken from the sheep each year. There are several well-equipped creameries in the foothills. Back of the town are magnificent groves of redwood. Some of these are in their primeval condition, and have not yet felt the touch of the saw. There are also several sorts of hard-wood.

Numerous resorts of great renown are near the town. Boating, bathing and fishing are among the attractions at these places, which draw thousands of tourists every year.

Individual Examples

Generalities have their value in guiding a new-comer to the selection of a locality when he seeks a home in a strange country. Facts regarding the general character of the country and its people give him general ideas. Individual examples of the experience of these people may seem more concrete than facts that deal with the mass. So a few of these have been compiled from thoroughly-reliable sources, and are herewith presented. Nearly all the names given are those of persons now resident in Sonoma county, and most probably any of them will extend further information to persons sufficiently interested to send a letter of in-

quiry and a stamp for postage on the reply.

In the dooryard of Ben. H. Barnes, within the city limits of Healdsburg, grows an Imperial prune tree without irrigation, cultivation, or any care whatever. From this single tree Mr. Barnes gathered and sold 530 pounds of green prunes at 1½ cents a pound. This tree grows on light hill land, and produced \$7.95 cents' worth of fruit. On this basis one can estimate the returns from a prune orchard—bearing in mind that the price that year was a little less than the average. Prunes brought two cents a pound this past season of 1911. Furthermore, the heavy bottom land produces more prunes than the lighter hill soil.

A. H. Flournoy, a well-known hop man, raises an average of one ton to the acre from all his fields. This crop this year was worth in the market anywhere from 40 to 42 cents a pound—or from \$800 to \$840 an acre. That is considerably above the average. The price of hops fluctuates more than the price of any other product of this county. Within the last twenty years the market has ranged from 8 cents a pound to \$1.50 a pound. When they bring 8 cents the growers have their

melons that were grown on two acres of bottom land just south of Healdsburg.

John Flack, whose place is one mile south of Healdsburg, gathered and sold \$77.40 worth of walnuts, the product of three trees. The price was 12 cents a pound. That, also, is a little lower than the average price.

A. E. Burnham of Dry Creek valley grew 900 pounds of red onions on a plot 15 by 40 feet. Approximating 70 of these plots to the acre, 63,000 pounds at 1½ cents a pound, would bring \$787.50. And that is about the average price, or perhaps a little below it. This crop has ranged from 1 to 2 cents a pound in recent years. Some of the onions grown by Burnham weighed 2½ pounds each. Mr. Burnham also made a fair record on grapes a few years ago. He raised 17 tons to the acre, for which he received \$25 a ton. And that is more than the average price. Perhaps the average in recent years may be given at \$18 or \$19.

W. E. Smith has an apple orchard 11 years old, on his Mountain View ranch on Mill creek, a short distance from Healdsburg. The trees yield an average of 10 boxes each. By holding his apples to the holiday season he re-

ceives \$1 a box, or \$10 to the tree. Besides, the culls are turned into vinegar, which yields an additional return. His land is set with 60 trees to the acre, and the average return is more than \$600 an acre.

W. White has an orange grove of 300 trees on the foothill land of Fitch mountain. Each tree gives an average of from 5 to 6 boxes each year, which bring an average of \$1 the box. The orange grows here without irrigation.

Isaac Bice has large fields of tomatoes in the Russian River valley. He harvests from 20 to 25 tons from each acre. One acre of new land yielded 40 tons. He receives \$7 to \$7.50 a ton.

Five years ago O. F. Phillips, of the Dry Creek valley, grew 20 tons of Savignon Verde grapes on one acre of land. For this crop he was paid \$25 per ton, or \$500 to the acre. On this same farm he grew 7 tons of French prunes to the acre, for which he was paid \$40 per ton—\$280. And prunes were low.

GOOD CARE for the SICK



HEALDSBURG SURGICAL AND MEDICAL HOME

Dr. I. A. Wheeler, proprietor of the above institution, was born in Iowa in 1861. He was educated in the University of the State of New York, where he was graduated in the class of 1881.

Following his graduation he taught school in New York State a year or more and in 1883 came to California and located in Healdsburg. He lived in different parts of the State till 1891, when he entered the California Medical College, graduating in 1894.

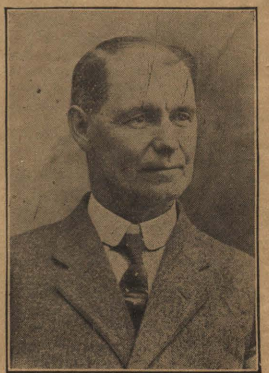
Dr. Wheeler practiced his profession first in Bakersfield, removed from there to Mariposa county, where he established a small sanitarium at Coulterville. He built up a successful practice and remained there five years.

He then removed to Healdsburg, mainly on account of the superior educational facilities afforded for his children in that enterprising city. Several of his patients followed him and this necessitated the establishing of a small sanitarium for their proper care. This has grown gradually but steadily, until now Dr. Wheeler receives patients from all over the State and from other States. Dr. Wheeler's specialty is surgery, and he has achieved enviable success, giving especial attention to abdominal work.

Dr. Wheeler's Medical and Surgical Home is, as its name indicates, founded and conducted on the principle of a home, the idea being insofar as possible and practicable, to avoid all appearance or suggestion of a hospital.

Realizing the marvelous power of mind over matter and recognizing the further fact that to an invalid more than to one in normal physical condi-

tion the environment is largely suggestive of mental attitude, it has been the aim of Dr. Wheeler to surround his patients with an environment calculated to banish all thought of illness, sor-

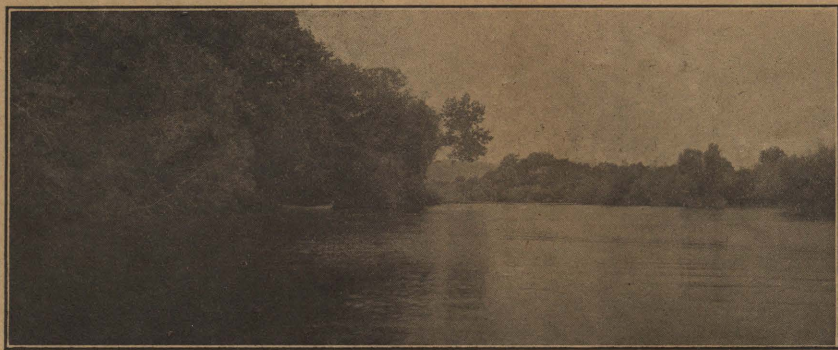


DR. I. A. WHEELER

row or the dark shadows, and to bring forward sunshine, comfort and the auto-suggestion of hope.

His methods are in keeping with the most advanced thought of modern medical science and the results have proved their wisdom and efficiency.

He has now three buildings or "homes", where by the light of advanced methods he is conquering disease and restoring health.



THE BEAUTIFUL RUSSIAN RIVER AS IT APPEARS NEAR THE TOWN OF HEALDSBURG

work for nothing, as it costs just about 8 cents to grow hops and market them. But when they reach 40 cents the hop men get rich. And when they go to \$1.50! Say! A diamond mine doesn't beat it.

Fred Bice sold \$500 worth of water-

WELL-KNOWN PHYSICIAN

The term "self-made" is hackneyed and threadbare, but withal no more fitting term could be applied to the gentleman whose portrait accompanies this brief mention.

Dr. Swisher was born and reared on a farm near Danville, Illinois. After taught school in Indiana, Illinois and California, graduated from the medical department of the University of California, then went abroad and served six months in the hospitals of London, England, attended two years in the medical department, University Wilhelm, at Berlin, Germany, did special work for a time in the hospitals of Vienna, Austria, and then returned to his native land, exceptionally well equipped for the humanitarian profession to which he had dedicated his life.

Dr. Swisher is today one of the leading practitioners in Sonoma county. He has traveled extensively in both this country and abroad, and of his life experiences and observations has this to say:

"I have had to make my own way in the world and depend on my own resources since I was sixteen years of age; I am very fond of travel, hunting and fishing; I have a family of five husky children—two sons and three daughters; I have traveled extensively throughout the United States, Canada and Europe, but I have never seen a country that equals Sonoma county for sunshine, beautiful landscapes, richness of soil, variety of productions, rosy-cheeked and athletic children, longevity of inhabitants, universal content, prosperity and happiness. Had I a thousand years to live I would stay in Sonoma county."



DR. J. R. SWISHER

due attendance at the public schools he entered the State University at Urbana the first year of its existence, in 1868. After a course in this institution he did land and railroad surveying.

OLIVETO WINE COMPANY

The fine plant of the Oliveto Wine Company at Healdsburg is shown in the illustration below. Here are manufactured the splendid wines and brandies for which the Oliveto Wine Company is famous, and which command a ready sale in all parts of the country.

Messrs. Francischini & Lorenzini, proprietors of the Oliveto Wine Company, are both practical men with many years' experience in their line, and as a result of their energy and careful attention to the details of their



THE OLIVETO WINE COMPANY'S FINE PLANT, SHOWING DELIVERY OF GRAPES

BIG FRUIT-PACKING HOUSE



GROWERS UNLOADING FRUIT AT SHERRIFFS BROS. PACKING HOUSE

One of the leading fruit-packing establishments of northern Sonoma county is that of the Sherriffs Brothers Company, at Healdsburg.

They established their plant there in 1902 and two years later their business had so increased as to make it necessary to build a new packing house, two stories in height, 50x90 feet. This has been increased by extensive additions and they now occupy about 15,000 square feet of floor space.

During the season they give employment to a large number of men and women and the plant is equipped with every facility for receiving, grading and packing the fruit. Last year they packed and shipped 100 carloads of prunes, a great deal of which was shipped to European countries under their own private brands. Besides being among the heaviest buyers and handlers of fruit in Sonoma county, they are also extensive growers and now have about 75 acres of prunes, most of which are in bearing.

This firm is an independent concern and is not identified with any combination and they buy direct from the

growers and pay the highest market prices. In grading and packing prunes for the market they exercise the greatest care, and that the neat and attractive appearance of the fruit and the uniformity of their pack are appreciated, is evidenced by the demand that exists for their particular brand and the prices which their fruits command in the eastern and foreign markets. Every box is carefully inspected before being closed, and many are the compliments that this firm has received from both dealers and consumers, as to the quality and fine appearance of their products.

The members of the firm are George and Charles Sherriffs, both practical men in this line with years of successful experience in packing and handling fruits. They give their personal attention to the details of the business and are making this their life work and the reputation they have built up for their products has done much toward establishing the superiority of Sonoma county fruits in the markets of the world.

D. C. TERRY

Livery and Feed Stables

FIRST CLASS TURNOUTS SUPPLIED FOR ALL OCCASIONS AND THE BEST OF CARE GIVEN TRANSIENTS

Cor. West and North Sts., Healdsburg, Cal.

F. E. FRITZSCHE

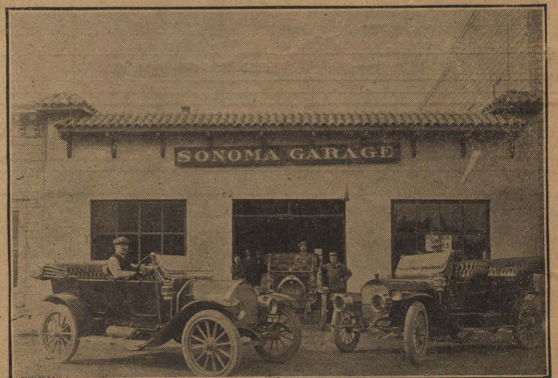
W. MATHEWS

Sonoma Garage

Established 1908

Phone 61

STORAGE AND REPAIRING



Both partners expert mechanics. Have also in employ two other skilled mechanics. Business developed from a small beginning until we now do the largest business in our line in Healdsburg, and contemplate in the near future adding a service department.

The business has grown to such proportions that heretofore all agencies for machines have been refused, because time is fully employed in our special line.

The policy is: business in all work, absolutely guaranteed or money refunded.

A full line of Tires and accessories always on hand.

Presto-lite Service.

Vulcanizing Works in Connection

Members of California State Automobile Association

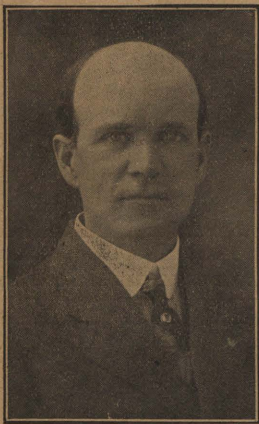
WEST STREET

HEALDSBURG, CAL.

HEALDSBURG AND ITS RICH SURROUNDING COUNTRY

Continued

ENJOYS SPLENDID PRACTICE



DR. JOHN C. CONDIT

Dr. John C. Condit was born in Jefferson county, Iowa, in 1872. He was graduated from Parsons College, Fairfield, Iowa, in 1892, with the degree of A. B., and from Cooper Medical College, San Francisco, in 1904.

He was an interne in Alameda county hospital for one year, then, after practicing two years at Windsor, Sonoma county, he established himself in general practice at Healdsburg, where he has built up a successful and remunerative practice and won an enviable reputation both as physician and citizen.

Dr. Condit is prepossessing in personality, amiable and confidence inspiring, splendid attributes in his calling surely, and they, together with his acknowledged skill as a physician, have won for him a fine clientele. He enjoys a first-class practice and one that is constantly growing.

A. F. STEVENS LUMBER CO.

Well Known Healdsburg Concern That Carries a Fine Stock of Material

Perhaps no interest in any community is of more importance than the lumber industry. Every citizen is more or less dependent upon the lumberman, as the experience of the past was amply demonstrated.

Healdsburg is fortunate in that the town and surrounding country have at their command one of the best equipped lumber plants in this section of the country. The A. F. Stevens Lumber Company have extensive yards situated along the Northwestern Pacific railroad tracks near the Healdsburg depot.

This lumber yard carries an extensive stock of rough and dressed redwood and Oregon pine lumber of all marketable dimensions, as well as building materials of all kinds, such as sash, doors, blinds, shingles, laths, mouldings, cement, lime, plaster, brick, builders' hardware, and cement tiling which they manufacture.

They have large modern sheds to house finished lumber and building material. A well-equipped planing mill is a part of the outfit, fitted with modern machinery for all wood-working purposes.

Contractors can be supplied on short notice with everything necessary for inside finishing for any grade of structure, from the simplest cottage to an ornate mansion.

Every detail of the business is under the direct supervision of Mr. A. F. Stevens, one of the busiest men in Healdsburg, but a man who always has time to be a gentleman.

The man who by nature is gifted with this happy faculty has a large business asset that will always prove a winning factor in the game of life. Mr. Stevens is eminently such a man, his customers are treated candidly and fairly, and they return again and again when they require anything in his line.

HERTHA VINEYARD & WINERY

Thomsen Bros.' Fine Property at the Upper End of Dry Creek Valley

Hertha Vineyard and Winery, located thirteen and one-half miles from Healdsburg at the extreme upper end of the rich and productive Dry Creek valley, is owned by Charles and Nicolai Thomsen, who operate under the name of Thomsen Bros.

Their fine property consists of about 240 acres of mountain and bench land and rich river bar.

Some twenty acres of nearly level or gently sloping bench land has been planted to standard varieties of red wine grapes, producing annually from 14,000 to 20,000 gallons of dry wine of excellent quality, which finds a ready sale at good prices.

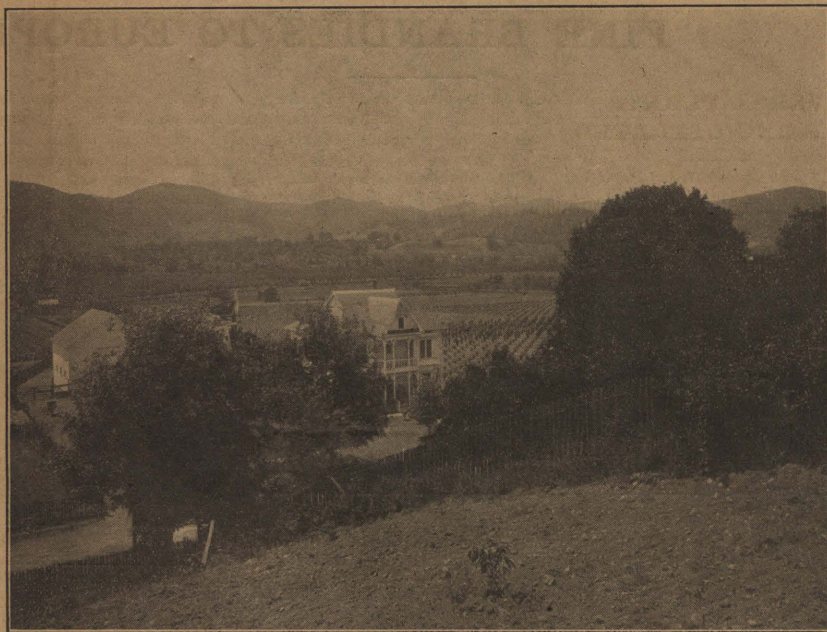
The capacity of the cellars is about 25,000 gallons.

The area now devoted to vines could easily be doubled. Much of the ranch is covered with oak and madrona, a form of growth which is extremely valuable for fuel and the sale of which often pays the entire cost of clearing.

There are a number of fine springs on the place, and a stream of clear cold water carrying over 50,000 gallons daily in the driest part of the summer flows past the cellar. About 250 yards from the cellar a strong mineral spring (sulphur and magnesia) gushes forth at the base of a huge rock on the mountain side.

The elevation of the Hertha vineyard above sea level is something like three hundred feet, and damage from early or late frosts is of exceedingly rare occurrence. Thomsen Bros. get their mail through the Geyserville postoffice. Like all of Dry Creek valley, the soil of which is marvelously rich and fertile, the Thomsen brothers' property is valuable not only for what it produces today but for what it can be made to produce and will continue to produce. Crop failures are unknown in Dry Creek valley. It is a recognized garden spot, from one end to the other.

TYPICAL DRY CREEK VALLEY FARM



RANCH HOME OF A. E. BURNHAM, IN DRY CREEK VALLEY

Five miles from Healdsburg, in Dry Creek valley, one of the most beautiful, picturesque and fruitful valleys of northern California, is situated the model ranch home of A. E. Burnham. The ranch consists of 50 acres, 25 of

which is in grapes, the other 25 in orchard—prunes, peaches, apples and pears.

Mr. Burnham's ranch is an excellent illustration of the possibilities of success awaiting the small rancher in this

land of salubrious climate and fertile hill and vale. Mr. Burnham is a man of industry, enterprise and progressive spirit. He has made a success in Sonoma county and is anxious and willing to help others do the same.

ALEXANDER VALLEY

(E. B. Ware, in the Healdsburg Enterprise)

In 1849, Henry D. Fitch, then a resident of San Diego, California, employed Cyrus Alexander to take charge of the Rancho de Sotoyome, located in the Russian River valley, Sonoma county, at that time embraced a vast region of country. It was bounded on the north by Humboldt bay, on the south by San Francisco bay, on the east by the Sacramento valley, and on the west by the Pacific ocean.

Long before this the Russians had founded Fort Ross, had explored this country, discovered this beautiful valley and had given the name of their native land to the picturesque river that wound its way through the hills and valleys.

Cyrus Alexander had charge of the Sotoyome Rancho for five years, during which time he did much to develop the country and to demonstrate its resources. To more fully inaugurate his own plans and encourage a more rapid settlement of the country by desirable citizens, he resigned his position. Moses Carson, a brother to the famous "Kit Carson," and also a brother to Lindsey Carson, so long and favorably known to the people of Sonoma county and the north bay counties, was chosen by Mr. Fitch to succeed Mr. Alexander.

In settling with Mr. Fitch it was found that he was debtor to Mr. Alexander in the sum of between three and four thousand dollars. Mr. Fitch proposed to pay Mr. Alexander in land and offered him all that portion of the Rancho de Sotoyome lying east of the Russian river and north of the Maacama creek, containing about two leagues, more or less. The tract extended up the river nearly to Geyserville. It is said that Mr. Alexander reluctantly accepted the offer. The valuation of the land at that time was estimated at about 25 cents per acre. Its assessed value now, in the aggregate, is near a million. Of all the fair spots in Sonoma county, the experienced agriculturist, the horticulturist and the tourist will tell you that Alexander valley is the richest and the fairest.

Its scenic beauty is unsurpassed in any country, its productiveness is hard to equal, its climatic conditions are perfect. Its chief products are the grape, the hop, prunes, pears, hay, alfalfa and grain, all kinds of berries and vegetables, all raised without irrigation. Three crops of alfalfa, and sometimes four, are often cut without any irrigation. Splendid corn has been raised there that never received a drop of rain after it was planted. The hills which skirt the valley are rich with wild grass, and in many places heavily covered with timber. Some of the finest stock farms and dairies in the State are to be found along these foothills.

Cyrus Alexander was a benefactor to his race. The thought of appropriating all of this vast domain to his own personal use and benefit, of forming a trust of it and handing it down to his heirs of coming generations never entered his mind. He believed in progress, in civilization and in coming destiny. In 1845 he laid the foundation

of his future home and that of his posterity on the beautiful knoll that overlooks the lower end of the valley and the public highway that leads from Healdsburg to Calistoga. There he lived and studied the problems of humanity and of a coming civilization. He soon saw that the greatest happiness comes to a man in the consciousness of the great amount of good to the human race that he is able to accomplish. He looked over his vast possessions and saw them by the eye of faith divided up and possessed by a prosperous and happy people. He divided his land up and sold it off to actual settlers. Before he died he realized much of his hope and expectation, but the half was never seen. In Alexander valley we find one of the thriftiest and most prosperous and peaceable communities in all the State. There are two district schools, two stores, two blacksmith shops and no saloon in the valley. There is a union church and Sunday school. Nowhere in Sonoma county or in California will the homeseeker find a more inviting place to found a home or build up a permanent residence.

DRY CREEK VALLEY

A Veritable Garden Spot

Dry Creek valley, stretching westerly some ten or twelve miles from the town of Healdsburg until it finally narrows and rises abruptly into the hills, has often been referred to as "the garden spot of Sonoma county." And



PICTURESQUE COUNTY ROAD IN DRY CREEK VALLEY

THE FITCH MOUNTAIN WINERY

The Fitch Mountain Winery, of which Frank Passalacqua is the well-known proprietor, was established some twenty years ago, and has always enjoyed a high reputation for the quality of its output. Although

proprietor of this successful institution, enjoys a wide acquaintance and is known for his excellent personal qualities as well as for his recognized business ability. His business has grown and continues to thrive because



FITCH MOUNTAIN WINERY, FRANK PASSALACQUA, PROP.

this winery is one of large capacity, quality rather than quantity has been the aim of the management from the start. As a result, none but strictly first class dry wines have been produced here. For this reason each season brings a greater demand and the products of the Fitch Mountain Winery growing in public favor.

Frank Passalacqua, the owner and

of these qualifications and also because of the further fact that he gives it his careful supervision. From a small beginning the business has grown steadily each year until the institution now occupies a position of much prominence and importance; and its proprietor enjoys the good will and respect of all with whom he has dealings.

It is a garden spot, truly enough. For its entire length it is one continuous strip of richest green the whole spring and summer long—until late in the autumn in fact, because the grape grows here in splendid profusion and the vineyardist does not begin his harvest until summer has given place to fall.

Dry Creek valley takes its name from the creek that flows through the entire valley and empties into the Russian river near Healdsburg. But the name is a misnomer, both as it applies to the valley and to the creek. Dry Creek valley is never dry—in fact, it is one of the greenest and best-watered sections of Sonoma county. And the creek, except for a short time along towards the end of the summer, is a stream of considerable proportions.

But it is the character of the soil rather than its name or how it got it, that attracts attention to Dry Creek valley. The soil here is of marvelous richness, and almost anything can be grown with ease and success. Orchards and vineyards vie for supremacy, and the golden hue of the orange mingles with the olive's rich green, while the walnut reaches immense size almost without cultivation and the luscious berry is yours for the picking. Every home in the valley radiates a sense of security and contentment, for the people know the land will bring forth abundant harvest and in such a climate who would not be content? There are a number of wineries in Dry Creek valley, and several establishments devoted to the drying and handling of fruit. The route to Skaggs Springs lies through Dry Creek valley from Healdsburg, or, going the other way from Geyserville, passes through the upper end of the valley to where the road crosses Dry creek and starts up the Skaggs Springs grade.

KNIGHT'S VALLEY

Lying east of Alexander valley from Healdsburg, and separated from the former by a low range of hills, is another rich and beautiful stretch of territory known as Knight's valley. Grape growing, dairying, fruit-raising and other kindred industries occupy attention here, and all are attended with great success, for

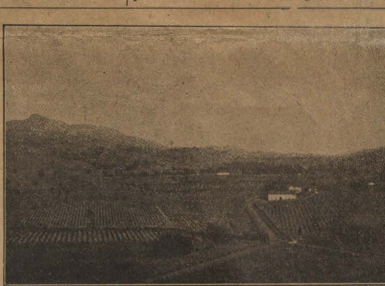
the soil of Knight's valley is both fertile and rich.

Knight's valley is also noted for its fine climate, which is partly attributable to its altitude and partly to the fact that the valley is almost entirely surrounded by hills and mountains, some of them of great altitude. Mount St. Helena for instance, which forms the valley's northern boundary

is the highest mountain in this immediate part of the State. It lies partially in Sonoma and partially in Napa and Lake counties, and is one of the best-known landmarks in this section of the country.

Many large ranches are located in Knight's valley, among the best-known of which are the Holmes, Ney, Hood, Hopper and Folkers places. Some of these ranches consist of several thou-

sand acres each, and one of them has been tentatively selected as the site for the new State Trades and Training School, where it is proposed to care for the State's dependent children after they leave the orphan asylums and until such time as they are in a position to look out for themselves.



THE HOOD VINEYARDS, KNIGHT'S VALLEY

Under the present law, the State makes no provision for the care of its dependent children after the age of fourteen. The proposed school will take them in hand at that age and fit them for some useful calling or occupation in life. There are some twelve hundred acres in the tract referred to. There are no towns in Knight's valley, although there is a postoffice known as Kellogg.

CALIFORNIA'S LARGEST VEHICLE DEALERS

CONSOLIDATED VEHICLE COMPANY

SANTA ROSA HEALDSBURG SAN FRANCISCO

Healdsburg store covers 7,000 square feet GROUND SPACE.
Santa Rosa store covers 8,000 sq. ft.
San Francisco store covers 21,000 sq. ft. ground space.

Factory representatives for Auburn and Columbus Buggies, Newton Wagons, Badger Gasoline Engines, McFarlan Six Automobiles, Square Deal Wire Fence and Harness Lines.

WE ARE LIBERAL IN OUR GUARANTEE AND DESIRE YOUR BUSINESS

CONSOLIDATED VEHICLE COMPANY

JAS. A. BROWN, Pres., San Francisco
EDW. JACKSON, Healdsburg Manager
J. DAUGHERTY, Santa Rosa Manager

GEYSER PEAK WINE AND BRANDY COMPANY

One of Sonoma County's Active and Important Institutions that Does a Big Business

MAKES HEAVY SHIPMENTS OF FINE BRANDIES TO EUROPE

SEVERAL PLANTS BEING OPERATED

Well Known Concern That Devotes Its Efforts to the Production of Special Type Wine and Brandy and is Meeting With Great Success

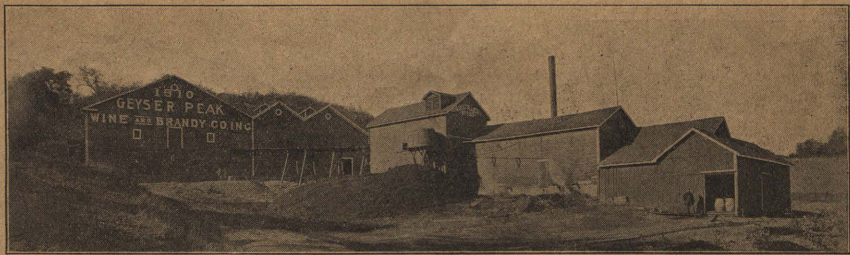
Situated about one mile north of the picturesque town of Geyserville, on the main county road leading from Santa Rosa to Cloverdale, is the Geyser Peak Winery, one of the county's successful and growing institutions. O. J. LeBaron is the head and moving spirit of the Geyser Peak Wine & Brandy Company, and its products are widely and favorably known for their uniform excellence.

The Geyser Peak Winery is admir-

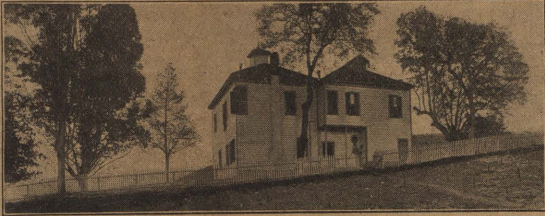
situated in Dry Creek Valley, at which was made this year more than 100,000 gallons of fine Burgundy and Petit Syrah. These wines are used for blending, and are much sought after for that purpose. Dry Creek valley is practically one big vineyard, and no better vines are grown anywhere than in the vicinity of the Kelley Winery.

Registered Brandy Distillery No. 195, operated in connection with the Geyser Peak Winery, made itself famous years ago when operated by Walden & Company, the then owners. This distillery, which is the only one of its kind in the State, produces Cognac brandy which is in every respect on a par with the imported article. And as proof of the fact that the product of this well-known distillery is appreciated by foreign connoisseurs,

most modern conveniences have been installed in the way of electrical machinery, etc., for the handling of the product, and the most careful methods are employed throughout. Immense concrete cisterns have been constructed and are used for the manufacture of white wines. The storage tanks are all of California redwood, which is



GEYSER PEAK WINERY AND DISTILLERY NEAR GEYSERVILLE, SONOMA COUNTY



RESIDENCE OF PRESIDENT OSCAR J. LEBARON

considered the finest material for this purpose.

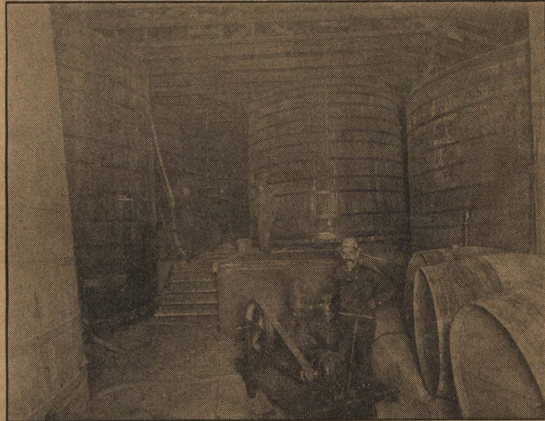
One of the products of this well-known winery which has gained wide favor is its grappa or pomace brandy. This is made from the pomace of grapes, and possesses qualities of high merit. Large quantities of pomace brandy are manufactured here, and the demand is constantly increasing.

Annexed to the Geyser Peak Winery is a vineyard of some seventy-five acres consisting entirely of vines of the well-known French variety known as Folle Blanche. From these grapes are made the high-grade Folle Blanche brandy produced here. This brand meets all the requirements of the trade, and ready market is found for the Company's entire output.

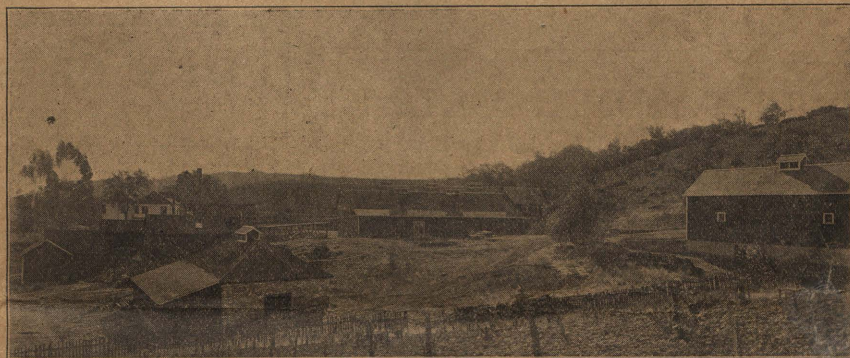
The season just closed has been a busy one for the Geyser Peak Wine & Brandy Company, and the vintage was highly successful. In all about 700,000 gallons of wine were manufactured, and more than 50,000 gallons of brandy.

The Company has its own distributing depot in San Francisco, which is located at the corner of Battery and Green streets, in the center of the wholesale shipping district and convenient to transportation facilities. The latter is an important factor to a concern handling wine and brandy in large quantities. It not only insures prompt shipments to any point desired, but it means a big saving in the cost of operation. Through its San Francisco office the Geyser Peak Wine & Brandy Company is enabled to keep in touch with the markets of the world. San Francisco is the metropolis of the Pacific Coast, and its shipping facilities cannot be surpassed.

full share. As a natural result he is generally and rightfully regarded not only as an active and energetic business man but also as a public-spirited citizen in every sense of the term. He is prominent in fraternal circles, knows everybody in his part of the county and a good many more besides, and in short is what is commonly termed a "live wire." Any community possessing such men is fortunate indeed.



SOME MORE BIG VATS FILLED WITH WINE



GENERAL VIEW SHOWING BUILDINGS COMPRISING THE COMPANY'S MAIN PLANT



A FEW OF THE COMPANY'S BIG WINE VATS

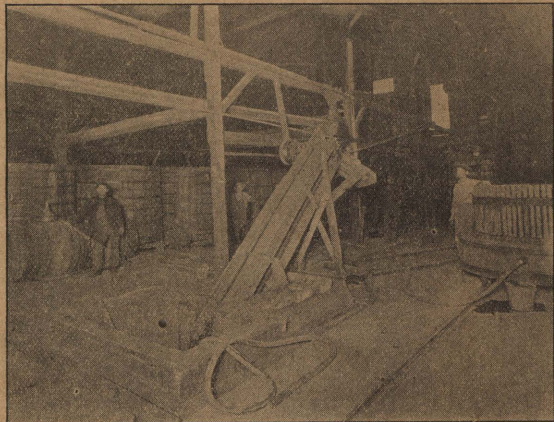
ably situated. Being on the only road leading from the famous Dry Creek Valley, one of the finest dry-wine producing sections in California, the institution naturally gets first call on the grapes produced there. And in every direction stretch broad vineyards of the best known varieties, which add their quota to the great quantity of grapes crushed here each season.

The Geyser Peak Winery has a capacity of 1,000,000 gallons, and this year's vintage has about taxed it to the limit. All grapes used here are carefully selected and crushed, and the process of fermentation is superintended with great care, as it is the aim to make special type wines. Among these are Zinfandel, Burgundy, Petit Syrah, and Barbera, in the red wines, and Riesling, Semillon and Chablis in the white varieties.

In addition to supplying a big domestic trade, the Geyser Peak Wine & Brandy Company has exported large quantities of its wines to Europe, where they have met with ready sale at good prices. Wherever introduced, the Geyser Peak wines have found favor, and their popularity is steadily increasing.

The company also operates under lease the well-known Kelley Winery,

mention may be made of the fact that more than 400 barrels of Geyser Peak

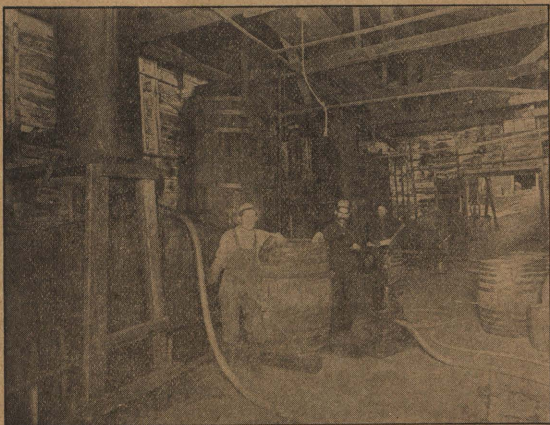


WINE PRESS AND ONE OF THE CONCRETE CISTERN

brandy were exported to Europe during the past year.

Both at the winery and distillery the

Those not acquainted with the intricacies of the wine industry have small conception of the immense amount of detail work necessary and the careful supervision of every step taken in the handling of the product, where special type wine is made and a consistent effort put forth to maintain at all times the quality of the output. Much of the success that has attended the Geyser Peak Wine & Brandy Company in the development and extension of its business is due to the intelligent and persistent efforts of Oscar J. LeBaron, the company's efficient president and general manager. Mr. LeBaron makes his home on the ranch, and is an active man who gives his careful attention to all the various details of the business. He is also interested in a number of other important industries in and around the town of Geyserville, and to a man of less energy his many duties might be appalling. With Mr. LeBaron, however, keeping busy appears to be one of the easiest things in the world. And he always has time to do a little more. In any matter affecting the welfare of the community or of Sonoma county in general, he can usually be depended upon to do his



DISTILLERY WHERE THE BRANDY IS MADE

Telephones
Kearny 1804 Home C 4974
Registered Distillery No. 195

GEYSER PEAK WINE & BRANDY CO.

Producers of
FINE CALIFORNIA WINES AND BRANDIES

Distillers of the Celebrated
"Geyser Peak"
Brandy

Formerly Known as "Walden" Brandy

Office, Corner Battery and Green Streets, San Francisco, Cal.
Main Vineyards and Wineries at Geyserville, Cal.

SANTA ROSA, SONOMA COUNTY, CALIFORNIA

CLOVERDALE, WHERE THE ORANGES GROW

Recognized Center of Sonoma County's Famous "Citrus Belt" is a Thriving Little City Charmingly Situated, and Surrounded by Orange and Lemon Groves and by Vineyards Richly Prolific

CITRUS FAIR ANNUALLY
ATTRACTS THOUSANDSFRUITS AND VINES
BRING BIG PROFIT

A Town Noted for Its Delightful Climate and Attractive Surroundings Where Those in Search of Health and Pleasure Love to Congregate

At the upper end of the fertile Russian River valley, and close to Sonoma county's northern boundary, there nestles among the hills the picturesque town of Cloverdale—in a dale one time abloom with clover, as its name denotes, but since become more celebrated for its oranges and lemons, its deciduous fruits, its olives and its grapes.

Cloverdale has a population of about 1,500, and is situated on the Northwestern Pacific railway, by which route it is distant eighty-five miles from San Francisco, and thirty-three miles from Santa Rosa.

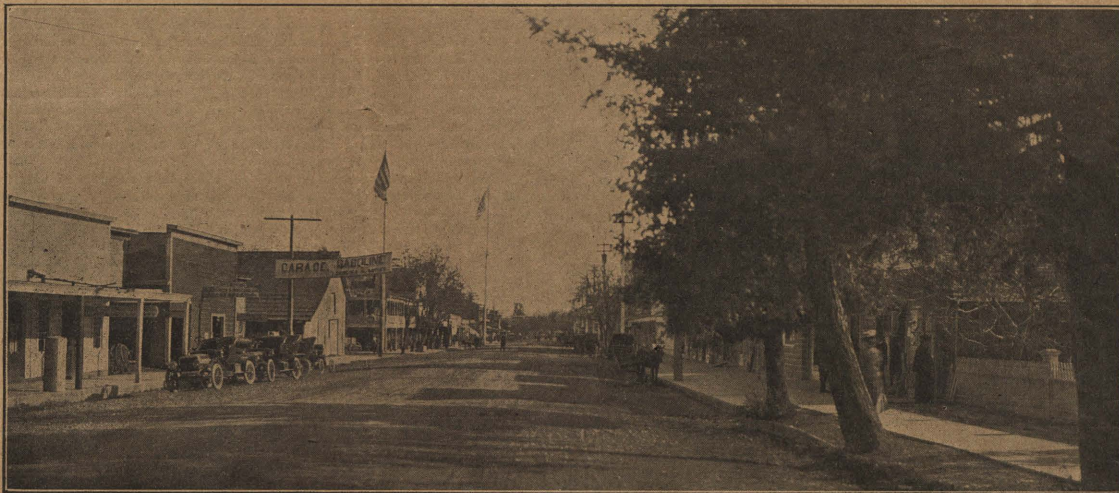
The town has a first-class water supply, and first-class electric-lighting service. Its public schools include a high school and the primary and grammar grades. The high school is accredited at the leading universities, and all its schools are ranked with the best of their corresponding orders. Cloverdale has good hotels and stores, churches of various denominations, a bank, a weekly newspaper—the Revelle—and the various fraternal orders are well represented.

Diversified farming interests engage the population, and most of the population of the surrounding country. Orange and lemon culture are each year of increasing prominence and importance. Olives and grapes are extensively grown; and the region has

proven itself well suited to the growth and the surrounding country have many other things no less deserving attention than the one picked out because of its unique qualities. All deciduous fruits thrive here, and yield heavily. Walnuts are just beginning to come into prominence and owing to the wonderful fertility of this soil, which is most happily suited to their growth, are making a fine showing. Olives yield a most profitable crop. Grapes give a heavy yield of the best quality.

In the immediate vicinity of Cloverdale are several of Sonoma county's most famous summer resorts. Among these are the renowned Geysers, which attract tourists from all over the world. Within less than a mile of the town, and within a niche in the hills that overlooks a scene of surpassing beauty, is McCray's ever-popular "Old Homestead," a great place for automobilists and others in search of rest and recreation. Alder Glen Springs is near by, and a pleasant drive of two hours takes one to Skaggs' Springs—a resort that annually attracts hundreds of health and pleasure-seekers. Its waters are known far and wide for their medicinal qualities. The "summer traffic" is important for Cloverdale and vicinity, and each season increases the number of visitors drawn thither by the salubrity of its climate and the beauties of the surrounding country.

The dry wines of Cloverdale have given it a reputation second to none, among lovers of good vintage. The great Italian-Swiss colony at Asti is five miles from Cloverdale. Its vineyard covers 2,000 acres, and one of its wine-vats is the largest in the world, holding half a million gallons. At one time a ball was given on the floor of this great tank. Every year



CLOVERDALE STREET SCENE SHOWING THE TOWN'S PRINCIPAL BUSINESS THOROUGHFARE

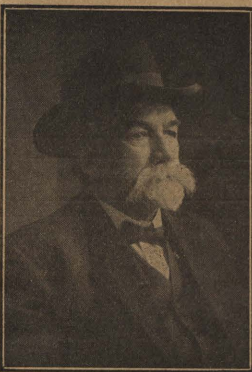
ORANGES AND THE CITRUS FAIR

The Cloverdale Citrus Fair Association was organized twenty years ago for the sole purpose of displaying the citrus products of northern Sonoma county and the beautiful little City of Cloverdale in particular. At that time the raising of citrus fruits was more of a fad than anything else, as the growing of rare orchids might be. Little did the founders dream that it would grow to its present magnitude or that the growing of citrus fruits would ever assume the dignity of a profitable industry there. Thousands of people now come every year to view the beautiful fruit, like golden nuggets galled from trees ever green, and in the dead of winter when our Eastern neighbors are clad in arctic and suffering from the rigors of the chilling blasts of northern blizzards.

The Cloverdale Citrus Fair Association enjoys the unique distinction of being the only institution of its kind in the West that has for nineteen consecutive years given displays of citrus products. And not only does it present the citrus fruits, consisting of all kinds of oranges, lemons, citrons, pendorosa lemons, pomeloes (or grape-fruit as they are sometimes called), but they also display the choicest wines of the world, made from the finest grapes, which are grown on the vine-clad hills and valleys of this beautiful section.

The Citrus Fair is in some respects the grand event of the year in Sonoma county, and it is growing in popularity every year. This coming season the fair promises to be the greatest in the history of the Association, as those interested in its success will spare neither energy nor expense to make it novel and entertaining and an event long to be remembered.

In addition to the greatest display of citrus fruits ever given in northern California, the directors are making arrangements to have many other new features and free entertainments to be given in the streets. One of these will be an amateur Wild West and Indian Show. A grand, good time is assured to all who come. Ample provision will be made to seat, feed and otherwise accommodate the largest attendance the Fair has ever seen. The Fair will be held February twentieth to twenty-fifth, inclusive.



I. S. LEWIS, J. P.

Judge I. S. Lewis is a native of Ohio, was reared on a farm, spent two years in college and immediately thereafter assumed the useful, if not remunerative, role of pedagogue. For thirteen years he labored as an instructor of the youth of the land.

In 1875 he harkened to the lure and call of the West, and sought a home on the Pacific coast, locating first in Colusa county, where he remained seven years. The climate there did not entirely agree with him and he came to Sonoma county, locating on a little place north of Cloverdale. Seventeen years ago he moved to Cloverdale and thirteen years ago was made Justice of the Peace, an office of which he is still an incumbent and upon which he has reflected honor and credit. Judge

Lewis is a man who is held in the highest regard by the entire community.

He is not merely a "respectable citizen," he is an enterprising, useful citizen, the type of man who can always be depended on when any movement is on foot tending toward betterment or improvement.

Being a man of scholarly attainments his views and opinions naturally carry weight among his fellow-men, and he wields a power for good in his community.

CITRUS SIDE-ISSUES

By-Products of the Lemon That Can Be Made to Yield a Profit

By-products of the lemon are an important feature of the citrus industry. Lemon extracts, lemon oil—used in the manufacture of extracts and perfumes—citric acid—used in soda-water sirups, in medicine, chemistry and the dyeing of clothes—all these are means of disposing of the over-sized or undersized fruit, the culls and the over-plus in case of a glutted market. Komet, an unfermented drink, is made sometimes from the pomelo and sometimes from a combination of the pomelo with the lemon. All these are noteworthy side-issues of the lemon industry. Several toilet preparations are mixed with lemon as one of their bases, and makers of toilet soaps are drawing largely upon the lemon orchards for constituents that have emollient properties.

CULTURE OF
THE ORANGE

Something About This and the Other Citrus Fruits That Are Grown in Sonoma County

The lemon, the orange, the citron and the pomelo grow in many parts of Sonoma county, but in only two regions has their culture as yet been made a commercial success. These regions are the Sonoma valley and the country near Cloverdale.

Cloverdale, especially, is the citrus center of Sonoma county. The finest varieties of oranges, pomelos and citrons flourish in all the surrounding country, with never a failure from frost or other cause, and with the great advantages of ripening a month earlier than the same fruits do in Southern California, and of requiring never a drop of irrigation.

There are now in the county only about 11,000 orange trees and something over a thousand lemon trees. Pomelos and citrons have thus far been only the subject of experiments, but the experiments have been successful, and give promise of good development of the citrus-fruit industry. Not only have the Sonoma valley and the Cloverdale country raised lemons and oranges of fine quality and in large quantity, but attempts on a smaller scale have been successful near Healdsburg and Geyserville, and some fine lemons and oranges have this year come from Guerneville, Cazadero, Duncan's Mills, and the Occidental country. They also grow well in the foothills east of Windsor.

The Cloverdale Citrus Fair, held each February, is an annual demonstration of the growth of the citrus industry here. Beginning twenty years ago, with an exhibit of half a dozen plates of oranges, which were viewed as curiosities because they were the first ever raised in the county, the citrus

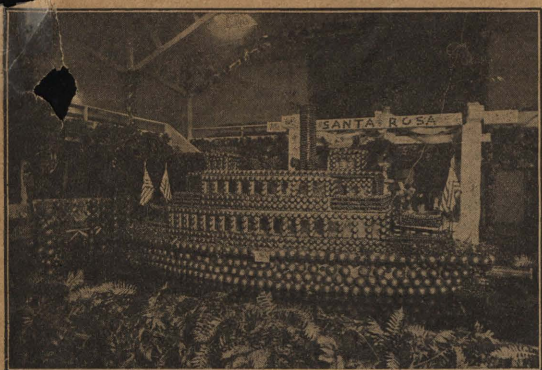
fair was only a little side-issue exhibit in an ordinary rural fair. Year by year the size of the citrus exhibit increased, and the fair in time became a citrus fair in fact. This year there are millions instead of dozens, and the citrus fruit is the fair instead of an appendix.

Hundreds of thousands of visitors have been delighted by the citrus exhibit in the two score years since its inception. Not alone the quality and variety of the fruits exhibited, but the artistic merit of their display, the admiration, and Cloverdale's hospitable atmosphere, the many features devised by the people for the entertainment and pleasure of their guests, all combine to win the hearts of sojourners, so that all who have once seen the fair come again and again, whenever the fair time finds them within traveling distance of the citrus city. Special trains are run each day from all stations in the counties of Marin, Sonoma and Mendocino, and San Francisco sends many hundreds of visitors each season, some of whom visit the fair year after year.

Large numbers of citrus fruit trees are planted each year, and a few years more may place their culture among Sonoma's most important and lucrative vocations. The ignorance that once prevailed concerning choice of varieties has largely been dissipated, and the necessary conditions of soil are now understood. In addition to these gains, several new varieties of citrus fruits have recently been introduced which give promise of a wider extension of citrus culture, even to the parts where it had previously been supposed occasional frost would prevent its establishment.

The sweet navel orange grown in this county is open to but one disparagement: Its size is large and its flavor is of the best, but in some parts of the county it grows a skin that is thicker than desired. By way of avoiding this deficiency, some growers have planted the little Tangarine or

(Continued on Page 30)



PRIZE EXHIBIT AT LAST CITRUS FAIR

ing of figs and walnuts. The hills near by abound with game. Deer are frequently shot within a few miles of town. The altitude of this region gives it a dryer atmosphere than that of the lowlands. This atmosphere is also remarkable for its clearness and transparency. The climate of all the country about Cloverdale is especially suited to persons with a tendency to pulmonary complaints. Many an invalid has come here expecting soon to die, and has found himself a well man in two or three years.

The Cloverdale Citrus Fair, held each year in February, directs particular attention to that especial feature of Cloverdale's high merit, but the

about three million gallons of wine are made at this place. There are twelve other wineries within five miles of Cloverdale.

How Orange Trees Are Planted

Trees are generally planted about 25 feet apart—about 70 to the acre. Year-old seedlings are generally bought at the nurseries, and are budded to the desired variety two years after planting. In a properly-tended orange grove the soil is kept absolutely free from all extraneous vegetation. The orange is a voracious tree, and demands every particle of nourishment that it can derive from the land.



CLOVERDALE'S NEW CITRUS FAIR PAVILION



ONE OF CLOVERDALE'S FINE ORANGE GROVES

CLOVERDALE, WHERE THE ORANGES AND LEMONS GROW - Continued

ATTRACTIVE LITTLE CITY
NESTLING AMID THE HILLSSOIL AND CLIMATE
BOTH ARE FAMOUS

Several Well-Known Health and Pleasure Resorts Are Located Near By, Among Them Being the World-Famed Geysers and McCray's "Old Homestead"

(Continued From Page 29)

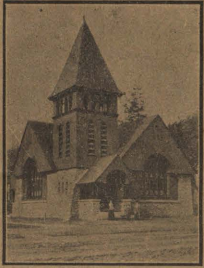
"Kid-glove orange," and also the Malta blood orange, both of which are clad in a skin of paper-like thinness, which slips off as easily as a glove. The Malta blood orange has a deep red color, unlike that of any other variety. Both it and the Tangerine are of delicious flavor, but they are not seedless, and they are both small. But they are by no means undesirable varieties.

It has been suggested by experienced orange-growers that the thickness of

show a skin as thin as the seedless oranges exhibited in any country.

The pomelo is a fruit of recent introduction, and as yet even many Californians are unfamiliar with it. Its flavor is a sort of combination of orange and lemon, with a slight bitter added. It is somewhat larger than the orange, and its color more nearly that of the lemon, while its shape is that of the earth—a globe, flattened at the poles. The name "grape-fruit" is sometimes given to the pomelo, but its only resemblance to the grape is in the fact that it grows in clusters, and there is not the slightest relation between the pomelo and the vine.

The novice must be instructed how to eat this magnificent fruit, or he will be sure to declare it worthless. The white membrane enveloping the seeds is unpleasantly and intensely bitter. The fruit must be sliced across its diameter, and the white core removed with a silver spoon. Then the cavity should be filled with sugar and the fruit allowed to stand for several hours in a cold place—preferably an ice-box. Leave it there over night if you like fruit for breakfast, and in the morning lift out its rich nectar with a spoon, and experience a new variety of bliss unalloyed. Not only is it one of the most entrancing flavors ever found for the delectation of the human palate, but it is superbly wholesome, a filipp to the jaded liver and a coxer of reluctant appetite. From the juice of the pomelo is made a drink called komel, which causes whoever partakes to wish he had a neck like a giraffe's and a thirst like a limebarrel's. And the writer has been told, by persons who sometimes take a little hard liquor, that the delight induced by a "komel highball," made by adding spiritus frumenti, p. s. is like unto that of a rock in a weary land, a shelter in the time of storm.



CHALFANT MEMORIAL CHURCH

skin developed by navel oranges in some parts of Sonoma county will disappear in a few years, when the plants become more acclimated. If it does not, there are other sorts to plant in those parts of the county where the thick skin shows itself, and there is a large area where the oranges grown



MODERN HOME OF THE BANK OF CLOVERDALE
C. B. Shaw, President. C. L. Sedgley, Cashier.

RAISING ANGORA GOATS

A Sonoma county industry of great promise is the breeding of Angora goats, valuable for their fleeces, their skins, and their flesh. There are now several flocks of these animals here. Their owners report that the profit upon them is considerably greater than that derived from sheep. The fleeces weigh heavier and bring a better price per pound; and the cost of their keep is even less than that of keeping sheep. They live upon the coarsest kind of herbage, upon stubble, upon any sort of weeds, upon sage-brush, scrub-oak twigs, thistles or even dog-fennel.

The fleece of the Angora goat is known to the world of commerce as

der and toothsome, many people preferring it to mutton.

The hair of the Angora may be of three kinds, straight, wavy, or in ringlets. The straight mohair is often very fine, and commands the highest price on the market, but the quantity of it in a fleece is so much less than the other sorts that it is not the most profitable. Where a fleece of straight or wavy mohair might weigh two or three pounds and sell at 40 cents per pound, a fleece of the ringlet mohair would probably weigh seven or eight pounds and sell for 30 or 35 cents per pound. Naturally the latter would be more profitable, as the two varieties of the animal require about the same care and feed. In Turkey many of the goats are of the straight-haired type, but it is well known to the trade that the Turkey fleeces are not nearly so heavy as those from South Africa, where they make a business of breeding for the ringlet fleece.

The Angora goat in its original home has for an unknown period of time been living on scanty rations for the greater part of the year. When removed to countries in which its food supplies are more abundant and more regular it has, in accordance with the nature of things, increased its size. It will no doubt be found possible to hasten the maturity of the Angora goat in the same way that the maturity of beef cattle has been accelerated. Both of these improvements are likely to come about with little effort on the part of breeders. The good care which all ambitious breeders will give their goats will of itself tend to bring about both increase of size and hastened maturity. To keep the mohair improving in quality and increasing in quantity per goat are the problems which call for the best work of which the breeder is capable.



RESIDENCE OF MRS. PRESCOTT AT CLOVERDALE

mohair, and is largely utilized in the weaving of certain kinds of shawls and in making cloth known by the name of mohair cloth. The market quotations for mohair run from 30 to 40 cents per pound, against 10 to 20 for wool. Besides, the fleeces weigh heavier than those of the sheep.

The Angora seems to be immune from any disease that has ever appeared here, and can make use of pasture that is too rugged and too scanty for any other animal. The market for fleeces is never satisfied. Large quantities of mohair are imported into the United States every year. Twenty-five million dollars' worth of goat-skins are imported every year, for the manufacture of shoes and gloves. Lastly, the flesh of the Angora is ten-

CLOVERDALE THE IDEAL HOME SITE

The Chamber of Commerce of Cloverdale wishes to call the attention of those seeking an ideal spot in which to build a home, to the unsurpassed beauties and advantages of this, the most beautiful section of northern California, where the climate the year around is delightful, combining the charm of southern Italy with the grandeur and freedom of the Golden West.

The city of Cloverdale is situated in a picturesque little valley among the pine and redwood-clad hills of northern Sonoma county, near the banks of the beautiful Russian river which affords boating, bathing, fishing and other pleasures; our forests abound in game of all kinds to delight the hunter and the scene presents a never-ending panorama of beauty to the lover of Nature.

Cloverdale is situated on the line of the Northwestern Pacific Railroad and is within three and one-half hours of San Francisco, offering to the business man of the great metropolis an opportunity of having a home in the country either for summer or winter, where his family can enjoy all the pleasure and freedom of country life and yet enable him to be within easy reach of his business, spending the week-ends with his family in this natural Garden of Eden.

Cloverdale has all the advantages of a great city in the way of daily mail, telephone and telegraph service, electric lights, good sewer system, well-drained streets, and roads to delight the motorist—and above all, a fine supply of as pure cold water as ever passed the lips of man.

The beauties and opportunities of this place cannot be told in words. Cloverdale should be seen to be appreciated. Thousands of people come to Cloverdale every summer to revel in its glorious climate and enjoy themselves as only one can in a place like this.

Each year finds new homes going up in this garden-spot and we wish to call attention of the home-seeker to the fact that fine building lots can be had within the city limits at reasonable prices, or at varying distances from town to suit the taste of the individual.

For further information, and all communications will be fully answered, address

SECRETARY CLOVERDALE CHAMBER OF COMMERCE.

QUICKSILVER MINING

Mercury, or quicksilver, is the only metal that fuses at so low a temperature that it is never encountered in its solid state except when artificially frozen, or else when carried to the polar regions. But mercury, although commonly seen as a liquid, is like iron or gold, or lead, either solid, a liquid, or a vapor, according to the heat to which it is subjected. Its melting (or freezing) point is 38 degrees above zero, Fahrenheit; and the temperature at which it vaporizes is 660 degrees above zero.

Mercury has been known since ancient times. The Almaden mines in Spain have been worked continuously for 2,300 years. Spain has a long time produced most of the world's supply of quicksilver; and that Almaden mine, owned by the government and leased to the Rothschilds, is still an important source of Spanish revenue. But at the present time California produces as much quicksilver as Spain does, their combined output being about two-thirds of the world's supply. The remaining one-third is drawn from Peru, Italy, Austria, Mexico and China. China's mines appear to be almost exhausted, and that country is now a large importer of mercury. The manufacture of paint is the

platinum. It is also used in the amalgamation of zinc in voltaic batteries, in making looking-glasses, barometers, thermometers and steam gauges, and in dental amalgams. In laboratories its uses are manifold, and in medicine it is an important agent, being used in twenty-one official preparations.

There are more than a dozen quicksilver mines in the county, but only a few are in operation. Quicksilver has been at a low price for a long time, and for a while all the mines were closed but one, the Great Eastern. During the past few years there has been a gratifying increase in the use of quicksilver, due chiefly to the increased quantity of the metal used by gold-miners, and to a variety of new uses for quicksilver. Among these may be mentioned its use in the newly-invented process of tempering steel, its employment in the manufacture of liquid air, and in the electric light invented by Tesla, which is produced by sending an electric current through a glass tube filled with mercurial vapor.

Besides the mines there are more than a dozen other properties where ore is known to exist in paying quantities at the present price of mercury. The quicksilver product of the world



MCCRAY'S EVER-POPULAR "OLD HOMESTEAD"
Near Cloverdale

most general use of mercury, Cinnabar, or sulphuret of mercury, is the most common natural form of the metal. This ore, when ground to a fine powder, takes on a bright red color, and is called vermilion. This, mixed with oils and sometimes with other pigments, is used for many different sorts of paint. The next most important use to which quicksilver is put is in the working of ores—especially those of gold, silver and

is in control of two of the closest trusts in existence, the Rothschilds in Europe, and the Eureka Company in America. The main office of the Eureka Company is in San Francisco, with a branch in New York. All the product of the California mines is shipped to San Francisco; and every month the San Francisco office sends returns to each mine, with a statement of the business done and of the receipts from all the mines.

CLOVERDALE PHARMACY

D. L. DINEEN, Proprietor

Successors to Grant and Riecher's Drug Store

Drugs, Stationery, Perfumes,
Toilet Articles, Kodaks,
School Supplies
Edison Phonographs & Records

We Develop and Print
Pictures

WEST STREET,
Next to Postoffice

FINE BUILDING LIME

Sonoma County Ledges That
Yield a Product of the
Highest Quality

History abounds with stories of men who have gone to great trouble and expense to procure things they needed, when the same were close at hand and to be had for the taking; of men who have prospected for gold month after month without finding it; and whose very camp-fire was built upon the outcroppings of a rich ledge of quartz.

The first American to come to California longed and pined for fresh fruits and vegetables, not knowing that anything of the sort could be grown without summer rains, and that the ground under their feet would bring forth the finest fruits and vegetables in almost infinite variety. In the early days here, an apple or an onion sold for a dollar, and the dollar was gladly paid.

People from the East, where a three-weeks lack of rain meant ruin to crops, regarded California as a desert.

Also, because they did not find here the same sort of timber they had been taught to regard as fit for building, they imported sawed lumber here, and built houses of it within a dozen miles of the mighty redwoods that now supply the

best and greatest part of the building lumber used on this side of the continent. There is still standing in Santa Rosa a house thus built of imported lumber. It has been partially destroyed by fire, and repaired with redwood, but there is much of the imported pine in its walls. This building is at the corner of First and Main streets. It was the Masonic Temple when it was first built. Now it is a wagon and paint-shop.

Not many years ago, we here in Sonoma county were using canned peaches from Delaware, olive oil from Italy, wine from France, and orange marmalade from London. Think of doing that now!

But even now we are using here a great deal of imported lime from Santa Cruz and from Roach harbor, while all around us in the hills is limestone of the very best quality, and on the hills enormous quantities of the very best fuel with which to burn it into lime.

A. H. Ingham of Santa Rosa has been a plasterer for many years in this county and had several times made lime for his own use, from Sonoma county limestone. He explored the county quite thoroughly, and found a number of limestone ledges of excellent quality. Several other masons and plasterers at various times made lime in small quantities, but Mr. Ingham's enterprise, started in 1901, was the first attempt to put the industry on a commercial basis. He started to manufacture lime and turned out a splendid article.

The effect of the new industry was at once manifested by a cut in price of lime. While there was no home competition, Santa Cruz or Roach harbor lime had always been worth \$2 a barrel in Sonoma county—sometimes as high as \$2.15. When Mr. Ingham's kiln began its output, the price of lime was reduced to \$1.60 a barrel.

The Ingham kiln is six miles northwest of Geyserville. He says there are many other ledges of good limestone in this county; so it is not probable that the industry will in time become a very extensive one. There is no use for Sonoma county people to pay freight on lime from distant points. The best lime in the world is to be had right here, without the long haul.

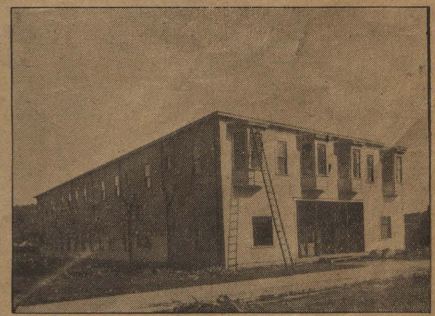
"The best lime in the world." That is not an unguarded or careless expression, but has been carefully considered. Sonoma county lime contains 1.27 per cent of silica, the element which is the principal constituent of glass and stone and of the glazing upon high-grade pottery. In the East it is the custom to stipulate in first-class building contracts that the lime shall contain at least 1 per cent of silica, and if this is absent, an artificial admixture of silica must be added to give the mortar the requisite hardness. The lime imported here is deficient in this important element, and as a result, much of the exposed mortar used in buildings here crumbles and disintegrates after a few years of exposure to the weather. Not so with Sonoma county lime. Here is a letter from J. W. Terry, a Healdsburg contractor, in which he tells Mr. Ingham his experience with some old mortar made of the home-produced lime:

"Some years ago I had a contract on repairs to an old house, and had to remove and rebuild the chimney.

The bricks had been laid in Sonoma county lime some years previously. I let the job to a man for four dollars. He worked four days, and threw up the job, and said the bricks could not be cleaned. I found upon examination that it was impossible to remove the mortar without spoiling the bricks. I adhered to the bricks as well or better than Portland cement. It will not wash or crumble as other lime does."

C. B. Proctor, another Healdsburg builder, wrote to Mr. Ingham as follows:

"Twenty-two or twenty-three years ago, I used the Geyserville lime for plastering and for chimneys. I find it the best lime in use. I know of two or three brick houses that were built with



ORANGE CITY HOTEL, JOHN JUNE, PROP.

it, and the work stands better than any other that I have seen. For whitewashing I defy the world to beat it. It produces a blue-white instead of a yellow-white. I prefer your lime to any other."

Thomas Price, the eminent chemist, made a chemical analysis of limestone from the Geyserville quarry, with the following result:

	Per cent
Carbonate of lime.....	95.20
Silica	1.27
Peroxide of iron and alumina.....	0.43
Oxide of manganese.....	0.18
Magnesia and loss.....	
Water	

Mr. Price closes his report with the following comment: "I find it to be an unusually good quality of limestone, fully equal to the foreign material, and from it will result lime of the very best quality."

There is another use for lime besides building, which may in some cases assume considerable importance in Sonoma county—its use as a fertilizer. There is as yet but little land here that needs lime, but grain crops, fruit, and grapes draw heavily upon this element of the soil, and when it becomes deficient a dressing of lime is a good investment for the agriculturist. It is useful to the orchardist in many ways—as a fungus-killer and insecticide, and as a remedy for certain diseases of trees. The Sonoma county lime is especially suited for spraying, as it makes a fine, smooth, even, milky mixture, free from lumps and grit.

Now Is Your Chance
To Make Yourself and
Your Friends Happy

Get rid of your Catarrh

Have you ever stopped to consider that by failing to get rid of your catarrh and cold in the head that you are making your friends as miserable as yourself? If you couldn't relieve it it might be excusable, you can relieve it, and Clover Leaf Catarrh Remedy will do the work. It is the one remedy that is guaranteed. We will refund your money if it doesn't give satisfaction.

It isn't a patent medicine, a "cure-all"—but it will rid you of catarrh and colds.

Stop being miserable—stop looking miserable. Cheer up—and cheer your friends up by using Clover Leaf Catarrh Remedy.

Price 50c. For sale by all druggists—or sent postpaid by the manufacturers, Clover Leaf Pharmacy, Cloverdale, California.

Cut this ad out and send it to us and we will send a sample of this good remedy free.

Name
Street
Town
County
State

(Write address plainly.)

GEYSERVILLE BECKONS TO THE HOMESEAKER

[By ELMER A. NORDYKE, Editor Geyserville Gazette]

WHAT CERTAIN FARMERS HERE HAVE ACCOMPLISHED

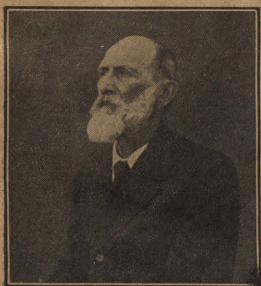
GROWING TOWN IN RICH DISTRICT

Fruit Raising and Grape Growing Are Given Much Attention in and Around the Town of Geyserville, Soil and Climate Being Splendidly Adapted to These Industries

Seventy-four miles from San Francisco and twenty-four miles from Santa Rosa lies the interesting and growing town of Geyserville, beautifully located in a most picturesque section.

Geyserville is a town of about five hundred people and is surrounded by a community of some two thousand. The situation of the town is ideal, lying at the foot of a wooded hill which serves as a background, with the rest- less waters of Russian river at the foot, affording a natural drainage for the town. There are two churches, a splendid school house, general stores, two good hotels, meat market, commodious and attractive homes, electric lights, city water, a newspaper and every modern convenience of telegraph, telephone, express and transportation.

The town lies in the northern part



J. E. METZGER
Prominent Geyserville Fruit- Grower Who Takes an Active Interest in Public Affairs

of Sonoma county on the main line of the Northwestern Pacific railroad, with a projected steam road on one side to run up Dry Creek valley and an electric road on the other already surveyed from Santa Rosa up through Alexander valley.

Geyserville lies in the midst of one of the richest agricultural districts of the West. While prunes, grapes and hops are the principal products, the diversity of the soil is amply demonstrated by the growth of almost every product known to agriculture, viticulture and horticulture. Some of the finest fruits grown in the State are produced here.

Probably in no part of the world, not excepting Italy, can grapes be grown from which it is possible to make wine with a flavor of those grown here. The section of country from a point three miles south of Geyserville to a point seven miles north is a natural wine-producing soil and together with the combination of ideal climate for grape growing produces wine of which a connoisseur from Italy remarked while on a visit here during the past summer, upon tasting it and smacking his lips, "It is no wonder Italy is being beaten out by American wines, having to compete with such wine as this. The combination of soil and climate such as you have here produces wine that is second to none in the world." The late P. C. Rossi did more than any other man to develop this industry and produce the rich quality of wines that are made in this section. There are no less than a dozen wineries in this immediate vicinity which are kept busy in the fall caring for the product of the vineyards and making it into wine, of which there are about 400 cars shipped from here annually.

That grape-growing pays is evidenced by the following facts: From 20 acres of vineyard on his ranch a mile east of Geyserville, this year, F. A. Abshire got 161 tons of grapes which he sold for \$18 per ton, bringing him \$2,898. From 21 acres in the same neighborhood, George H. Larkin harvested 152 tons which he sold for \$2,660. There are many instances of this kind which might be mentioned but as too many figures sometimes make dry reading, I will try to avoid them. There is hill-land here that is especially adapted to grape culture and

which offers an excellent opportunity for home-making. The light wood growth can easily be cleared off and the sale of same as fuel made to repay for the labor of clearing the land.

One of the principal crops of this section is prunes. The orchards do not have to be irrigated, although in recent years some experiments have been made in the irrigation of some of the largest prune orchards, and has proved to aid very materially in producing larger fruit of better quality. One reason why our prunes have been so little known in the past throughout the world is from a lack of advertising; but growers are beginning to realize now that this is all that's required to make Geyserville known as one of the greatest prune-growing sections in the world. Growers are taking more active interest in fruit-growing and meetings are now held to further advance the science of fruit-growing. It is actually

valley, the following figures will show:

F. A. Abshire's Ranch		
60 acres French prunes,	140 tons.	\$14,400
4 acres Imperial "	9 tons.	1,890
12 acres Silver "	20 tons.	3,400
3 acres Bartlett pears	37 tons.	1,350
2 acres Cherries	8 tons.	1,860
20 acres Grapes	161 tons.	2,898
\$25,298		

Geo. H. Larkin's Ranch		
25 acres Hops	17½ tons.	\$ 8,750
5 acres Prunes	16 tons.	1,888
21 acres Grapes	152 tons.	2,660
\$13,298		

From 230 Bartlett pear trees, J. W. Cottle sold 23 tons green, and 7,200 pounds dried pears, from which he realized \$7,060. In these instances the figures happen to be at hand but they are by no means the only good crops grown here this year, nor are they isolated cases. It is true that this has been a good fruit year, but there are never any failures of crops or any

mer is moderated by the cooling breezes from the ocean and the nights are always cool and comfortable. The climate is favorable to health and vigor, and proves indeed, an ideal place to make a home.

Business represented here is on a solid foundation which the Bank will show and which has a combined capital surpassing other towns many times the size of Geyserville. The business men display an aggressiveness that is truly worthy of commendation, and are always alive to the best interests of the town.

The high moral standing of the community is due to the fact that it has been permeated by Christian influence and education, such as have radiated from two church organizations in Geyserville. There are numerous organizations, secret societies and clubs which I would like to speak about but

THE BANK OF GEYSERVILLE Successful Institution Organized for General Accommodation

The Bank of Geyserville was organized on June 22, 1903, and began business in August of the same year with a paid up capital of \$25,000. It now has, in addition to the capital above mentioned, a surplus of \$7,500 and shows deposits aggregating \$185,000. The outstanding loans amount to \$165,000. The bank does a good business and enjoys the full confidence of the community.

The officers of the Bank of Geyserville are as follows: C. B. Shaw, president; B. W. Feldmeyer, vice-president; H. E. Black, cashier; E. L. Wise-carver, assistant cashier. The following constitute the Board of Directors: C. B. Shaw, H. E. Black, B. W. Feldmeyer, W. A. Black and J. H. Meyer. This institution does a general banking business, and its establishment at Geyserville has been a great accommodation to the business men of the town as well as to the community generally.

WORLD'S FAMOUS WALNUT TREE

On the J. T. Harlan mountain ranch, which surrounds and includes Geyser Peak, is what the people of that neighborhood believe to be the largest walnut tree in the United States, if not in the world. It is a California black walnut, and was planted almost forty-five years ago, having grown from a seed embedded in the earth by an old resident. It is considerably more than 100 feet tall, and its branches have a spread of over 80 feet. It is a prolific bearer.

In this connection it might be of interest to state that while the fruit of the black walnut is not in much favor here, owing to the thickness of the shell, the tree itself is recognized as the best known stock on which to graft the modern varieties. At a meeting of the State Fruit-Growers Convention held in Santa Rosa a few years ago, Luther Burbank called attention to this fact and stated that even after a California black walnut tree had reached the age of ten or fifteen years it could be grafted successfully. This statement was given wide publicity through the press, and as a result thousands of black walnut trees throughout the State were grafted to the Franquette or Santa Rosa Soft Shell variety, the result being of great benefit in every way. The California black walnut is regarded here more as a shade tree than as a producer of nuts.



VIEW SHOWING PRINCIPAL BUSINESS STREET IN THE TOWN OF GEYSERVILLE

being reduced to a science and the farmer here studies his fruit trees and watches their growth and development very carefully, pruning, cultivating and spraying receiving close attention, which is but proper.

The results which the care of these trees brings are very gratifying and demonstrate fully that to obtain the highest efficiency from fruit trees knowledge and care are essential. That fruit-growing pays handsomely in this

drouths or chinch bugs in this section. Everybody is happy and making money, which, after all, seems to be all that could be wished for.

Why shouldn't Geyserville, then, with such a rich country surrounding it, be a thriving town? The town is so situated that the soil has a perfect drainage, which necessarily makes it an extremely healthy section. The winters are reasonably mild and very seldom do we have any fog. The heat of sum-

mer will have to defer on account of space.

We have a good school which is being kept up to a high standard. The home means children, and children demand schools and a town which claims to offer unique advantages to home-lovers must possess good school facilities, and that we have.

Homeseekers, if you want a healthy place in which to live, a prosperous community and a thriving town, don't fail to come to Geyserville and let us show you around.

WM. C. CHISHOLM'S FINE RANCH NEAR WINDSOR

It May Be Regarded as a Fair Sample and as Showing What Can be Accomplished by Good Management

PRODUCTIVE PROPERTY BRINGS GOOD RETURNS

PRUNES, GRAPES and HOPS GROWN

Large Winery Also Operated on the Place, and This Not Only Consumes Owner's Entire Grape Crop But Also Affords Near-by Market for His Neighbors

Some two miles east of the town of Windsor, on the Knight's Valley road, in Russian River township, is located the splendid ranch of William C. Chisholm. Mr. Chisholm is one of the best-known residents of Sonoma county, and is actively engaged in farming on a large scale. A few points regarding his fine property therefore becomes of interest.

The ranch above referred to consists of three hundred and sixty-seven acres and is situated just at the edge of the foothills, where the waters of Pool creek and Mark West join. Two hundred and fifty acres of this land is level, and under a high state of cultivation, as will be seen from the accompanying illustration. The remainder is pasturage and hay land. The picturesque meanderings of Pool creek through the Chisholm ranch add much to its attractiveness, and the entire scene is one of great natural beauty.

But the Chisholm ranch is not alone a thing of beauty. It is also one of great productiveness, and consequently a most valuable piece of income-producing property. Something of almost everything is raised on the Chisholm ranch, although grapes, prunes and hops may be said to constitute the principal products. It is to these, together with the manufacture of wine on a large scale, that Mr. Chisholm devotes most of his attention.

There are thirty-six acres of prunes in full bearing on the Chisholm place, and from these ninety-four tons of dried prunes were harvested last year, which sold for something more than ten thousand dollars. There are also

fifteen acres additional in prunes that have not yet come into bearing, from which equal proportionate results may be expected inside of two or three years longer.

Eighty acres are set to vineyard, all of the choicest resistant stock, the vines ranging from one to eight years of age. This vineyard produced more than two hundred and twenty-five tons of wine grapes last year, which at the prevailing prices were worth between four and five thousand dollars.

The portion set to hops covers something like twenty acres, from which

the average yield is twenty thousand pounds of dried hops. At the prices prevailing this year, these hops were worth something like eight thousand five hundred dollars.

The total income from the products of this ranch last year easily exceeded twenty-five thousand dollars and probably ran considerably above that figure.

In addition to the above, Mr. Chisholm also operates a large winery on his place, as already stated. Approximately one hundred and twenty-five thousand gallons of fine wine is manufactured here each season. His own crop is not nearly large enough to supply the grapes required for this output, of course, so Mr. Chisholm is a heavy

purchaser each season of the best grapes grown in his part of the county, which he crushes with his own. Much of the acreage in this immediate portion of the county is devoted to grape-growing, so Mr. Chisholm has no difficulty in securing the grapes he needs to fill his cooperage. He has no monopoly in this line, however, as the California Wine Association's big plant at Windsor, only two miles away, is also a big consumer, and many of the grapes grown in this vicinity are shipped to Fulton and Santa Rosa, and also up the road to the wineries there.

In addition to conducting the above ranch and winery, Mr. Chisholm also operates under a ten-year lease the Mitchell ranch on Russian river, containing one hundred and sixty acres. Seventy acres of this is set to hops, and produced six hundred and sixty-six bales last year, worth at present prices more than fifty thousand dollars.

In partnership with Edward Quinn, Mr. Chisholm also operates the Sol Walters hop yard on the Russian river under lease. Seventy acres in hops here produced 500 bales last year, which at present prices are worth something over forty thousand dollars. Another place operated under lease by Messrs. Chisholm and Quinn is the old Merchant ranch on the Russian river. Fifty acres are here set to hops, and produce an average yield of 550 bales. At the prices now prevailing, this means something like forty-five thousand dollars more.

And all the ranches above mentioned of course produce many things besides hops. In fact, on several of them the acreage set to hops constitutes only a fraction of the land under cultivation, as will be noted from certain of the figures above given.

Mr. Chisholm is an active man, full of energy and noted for his good judgment and sound business sense. He takes a keen interest in everything that is going on, and is always well up in the front ranks when it comes to promoting the general welfare. He enjoys a wide acquaintance, and is active fraternally and politically as well as in a business way. He has a fine residence on his place, and lives in a manner well befitting a man of his prominence and activity, although he is in no sense a pretentious man or one who ever seeks notoriety. He is a good citizen in every sense of the word, and Sonoma county would be better off if it had more men like him.



GENERAL VIEW OVERLOOKING THE FINE FARM OF WILLIAM C. CHISHOLM, LOCATED TWO MILES EAST OF WINDSOR

ITALIAN-SWISS COLONY'S BIG PLANT AT ASTI

Famous Vineyards Known Far and Wide as the Largest Dry-Wine Producers in the United States

CALIFORNIA CHAMPAGNE RIVALS THAT OF FRANCE

WORLD'S LARGEST WINE TANK HERE

Brief History of an Institution Which Has Grown to Enormous Proportions and Now Ships Its Product All Over the Civilized World

The largest dry-wine vineyard in the world is located at Asti, some five miles south of Cloverdale. Thirty years ago this magnificent property was a sheep pasture, the land being covered with grass and wild oats and with oaks and madrona trees. Today it is a beautiful landscape of vine and villa, dotted with rose-covered wine cellars and the picturesque colonists' quarters—it is the home of hundreds of happy, busy, contented and prosperous people.

The colony was established in 1881. Leading business and professional men gathered and discussed the project. Although they did not foresee the great success of the Italian-Swiss colony, they did see a future in grape-growing, and they joined with Andrea Sbarboro to finance the plan.

The enterprise at Asti was launched. It was intended to be a strictly co-operative farming association. Monthly installments of one dollar per share, on the building-and-loan principle, were to furnish the funds. A total of 2,250 shares were subscribed. Nine directors were elected, to serve without pay.

The by-laws of the organization provided that all permanent employees on the ground should be members, and that preference should be given to Italian and Swiss laborers who were either citizens of the United States or had declared their intention to become such. Their wages would be thirty to forty dollars a month, with good food, wine at their meals and comfortable houses to live and sleep in; but in order to inspire interest in the work, each laborer was to subscribe to five shares of stock, to pay for which five dollars a month would be deducted from his wages. But none of the men would be induced to take shares in the association in part payment for his work. Repeated explanation of the plan failed to educate them to it, or to enlighten them to the wisdom of having a share in the property. So the founders of Asti Colony were forced to abandon their co-operative scheme as applied to the laborers, and pay them cash for their work, and to depend upon the wiser business men of the city for funds to maintain the

CALIFORNIA'S MOST FAMOUS WINERY

One of the show places of Sonoma county is the Italian-Swiss Colony's immense winery and vineyard at Asti, where more distinguished visitors have been entertained than at any other similar institution in California. Besides the largest wine-tank in the world, with a capacity of 500,000 gallons, just ten times as large as the famous tun of Heidelberg, the visitor is amazed at the extent of the vineyard, which consists of 1,750 acres and gives them the distinction of being the largest dry-wine producers in the United States.

But the building which the superintendent takes the greatest pleasure in showing is the new champagne cellars, where is stored nearly a million bottles of the finest natural white and red sparkling wines and California champagne.

This achievement of the Italian-Swiss Colony was the pride of the late P. C. Rossi, whose lamentable death occurred only a few months ago. The building referred to is a substantial reinforced concrete Mission structure, 100 feet by 100 feet, two stories in height, built especially for its purpose and equipped with every kind of machinery and appliance imported from France expressly for the production of the choicest naturally fermented-in-the-bottle champagne, sparkling Burgundy and Muscato.

ed the co-operative plan, and that had kept it alive when the price offered for grapes was inadequate. It is an inspiring narrative of fighting inch by inch for success, conquering obstacle after obstacle—this story of the Italian-Swiss Colony's battle for the prestige it has today.

Not faltering under this newest adverse condition, the directors decided not to sacrifice their wine at ruinous prices, but established agencies in New York, New Orleans, Chicago, and other important cities of the United States, and across the sea, in Europe. They were men of enterprise, these men of the Asti organization. Obstacles only roused them to greater effort. The products of their wineries were shipped to the agencies established. The Colony had become a direct seller now, a factor in every branch of the wine



GENERAL VIEW SHOWING MAIN WINERY AND SOME OF THE MANY BUILDINGS OF THE ITALIAN-SWISS COLONY

wines have won in competition with the world's best. Here are some of the previous awards. Gold medals at all the fairs: Genoa, Italy, 1892; Dublin, Ireland, 1892; Columbia World's Fair, Chicago, 1893; Midwinter Fair, San Francisco, 1894; Bordeaux, France, 1895; Guatemala, Central America, 1897; Paris, France, 1900; Pan-American Exposition, Buffalo, N. Y., 1901; St. Louis Exposition, Missouri, 1903; Lewis and Clarke Exposition, Portland,

time consumed and the patient labor necessary to supply a champagne like the Colony's unexcelled Golden State, Sec. In the early spring, a large blending of the Colony's finest white wines is made. The wines intended for the "cuvee," as the combination is called, are selected for the necessary qualities they possess to produce a perfect sparkling wine, such as body and viscosity, softness and roundness, lightness and delicacy and effervescence.

a very important part in the process of fermenting wines in the bottle. They are piled up in stacks, 25 high, in a temperature of from 68 degrees to 72 degrees Fahrenheit. The bottles are placed horizontally on wooden planks, so that single bottles when exploding, cannot damage others in the neighborhood. The formation, in the bottle, of carbonic acid and its intimate combination with the wine takes place with great energy in the tem-

of the cork. After an interval of from four to eight weeks, the bottles are all placed in as nearly a perpendicular position as possible, with the heads, of course, still downwards. All the sediment has collected on the inside of the cork, and is ready for the delicate disgorging process. This consists of loosening the iron band which has held the cork tight and allowing it to fly out, carrying with it every particle of sediment and yet wasting no appreciable quantity of the beverage. Then the lost wine is replaced by still champagne, the bottles are re-corked, tied with strong wire, and laid in the reserve store-room until they are wanted, when they are given their handsome gold and black toilette and packed and dispatched to appreciative consumers.

Some time ago, the German Kaiser decreed that only German wines (including champagne, of course), should be used at court functions. The King of Italy also makes it a rule to permit only Italian wines to be served on state occasions. It seems only natural, all things being equal, that the American people should follow the example of these patriotic sovereigns and take pride in using superior natural native sparkling wines, such as Golden Gate Extra Dry, and Asti Rouge, in the home, at the club, at public banquets and on festive occasions.

The Asti settlement is a bit out of Italy. Seventy bright and happy children have been born at Asti. They have a school of their own. There is a Catholic church. There is a postoffice. There are a telephone and a telegraph office. Asti has its own complete electric-light plant, which furnishes not only Asti but the surrounding country with light and power. The story of Asti is the story of wine-making's greatest achievement in California. There are many large wine-growing and wine-making companies in this State, but the Italian-Swiss Colony is the greatest. It has the biggest vineyards in the State, the largest wine-tank in the world. Its products are given equal place with the finest wines of Europe in the estimation of connoisseurs—and in many cases the preference.



OVERLOOKING THE ITALIAN-SWISS COLONY'S VALLEY VINEYARDS

Ore., 1904; Alaska-Yukon-Pacific Exposition, Seattle, 1909.

Also the Grand Diploma of Honor at Asti and Turin, Italy, in 1898, and at Milan, Italy, in 1906. Also the Grand Prize for Asti Special Dry at the Alaska-Yukon-Pacific Exposition at Seattle in 1909.

Mr. Rossi met death by accident near Asti on October 8 of the year 1911. His taking-off was a sad blow to all his associates and to the State of California—most particularly to his fellow-countrymen of Italian nativity, and to the industry of viticulture, which no man in this State had done more to foster. His death came on his fifty-sixth birthday, and soon after the hour of his greatest triumph—the winning of the gold medal for champagne at the great fair at Turin, Italy, which award comes nearly to the final test of supremacy.

In this crowning achievement the leading part was that of M. Charles Jadeau, who was accounted one of France's greatest champagne experts, and who had been 25 years in charge of one of the largest and most successful champagne establishments in France. Under his direction the great champagne vaults at Asti were built of concrete, and under his direction they have been stocked with wine made under his personal supervision.

Several years have slipped by and now the remarkable champagne which Mr. Jadeau has produced will soon be put on the market. The Colony was a long time finding a suitable name for their new brand of champagne, but their final choice Golden State, Extra Dry, is generally considered a happy selection. California since its earliest history has been known the world over as the Golden State, and as soon as the public has had a chance to acquaint itself with the merits of this incomparable effervescent wine, they will realize that its quality is golden as well.

In fact, connoisseurs who tasted it at the luncheon in honor of President William Taft at the Cliff House during his recent visit to San Francisco were amazed at its delicate aroma, its exquisite bouquet, its delicious flavor and its excellent sparkling qualities, and they did not hesitate to predict a big success for it.

The general public little realizes the

Then comes the busy bottling season, when hundreds of thousands of bottles are filled with this choice mixture and stored in one of the large concrete cellars that were specially constructed for the purpose. One of the chief advantages of these concrete cellars is the ease with which the temperature of the vaults may be controlled in both the warm summer months and the cool winter season in Sonoma county. This is important, because the atmospheric conditions play

peratures store-rooms; so much so, that in spite of the great precautionary measures and untiring watchfulness on the part of the employees, a considerable percentage of the bottles explode at this state.

When fermentation has sufficiently advanced the bottles are placed, with their heads downwards, in A-shaped racks, each bottle having a hole to itself, in which it can be tipped more and more upright each day, with a view of getting all the sediments in the wine to gradually fall on the inside



COLONISTS AT WORK IN ASTI VINEYARDS

project until it should yield returns. The payment of installments continued for five years, and the total of \$135,000 was reached. When the association was ready to market its first grapes the price was no longer thirty dollars; it had dropped to eight dollars—not sufficient to pay the cost of production. The directors met their first great problem with quick, aggressive action. They decided to build a winery and crush their own grapes. With \$22,500 raised by an assessment, they built the first stone plant of 300,000 gallons capacity, with coöperation. They had purposed to be growers. Fortune made it necessary for them to become manufacturers. But there



CHURCH AT ASTI

was yet another step to be taken before success should be achieved. When samples of their wine were submitted to dealers, the prices offered were too small to permit of a profit.

For the third time, the Colony was on the brink of disaster. It had men behind it, though, who would not be discouraged. They met the situation with the same energy that had kept the colony alive when the laborers reject-

business, from vineyardists to dealers.

The fine wines soon drew attention, and dealers and consumers expressed their appreciation by liberal orders. Returns ran from 30 to 50 cents a gallon, according to quality. These were good prices for the new product. For sixteen years, during which all the profits went into improvements and additions, the stockholders carried out the co-operative principle with courage and intelligence. Today the Italian-Swiss Colony is one of the biggest institutions of its kind in the United States. In addition to its immense dry-wine vineyards in Sonoma county, it also operates large vineyards in Madera county, devoted to the production of sweet-wine grapes. The company owns its own buildings in San Francisco and has branches in many of the principal eastern cities. Its products are served all over the world, and esteemed wherever known.

Experiments in the making of champagne were carried on for many years before the makers achieved sufficient excellence to warrant the placing of their product upon the market. It was desired to wait with patience until the very highest merit had been attained before placing Asti champagne upon the market. This was done at last, and the latest triumph of Asti was the winning of the great gold medal for champagne, at Turin, Italy, in October, 1911. In this competition were all the world's most famous vintages—wines that for many years were the world's standards of excellence.

The gold medal for champagne is not by any means the first prize that Asti



M. CHARLES JADEAU, THE CELEBRATED FRENCH EXPERT, TESTING ASTI CHAMPAGNE